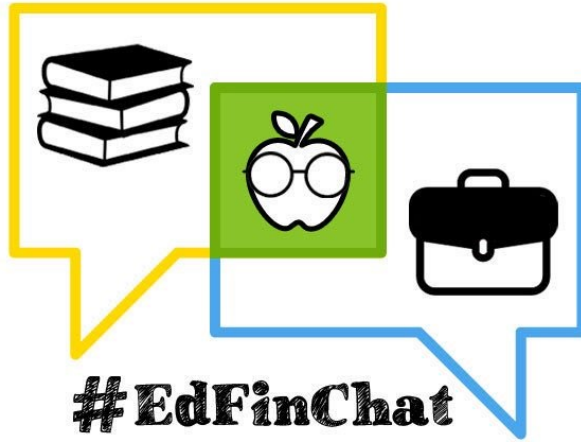


Education + Finance



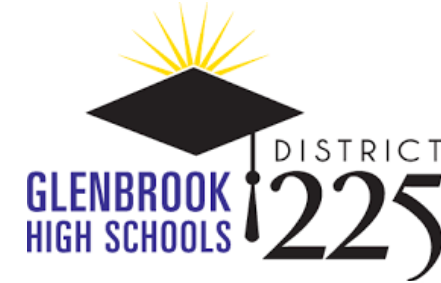
The Strategic CFO: Lessons from Social Media

Introductions

Name: Daniel Oberg. Role: Moderator
Director of Business Services / CSBO
Community High School District 94



Name: Dr R.J. Gravel. Role: Speaker
Assistant Superintendent for Business Services / CSBO
Glenbrook High School District 225



Name: Chris Wildman, CPA CGMA SFO Role: Speaker
Chief Financial Officer / Treasurer / CSBO
North Shore School District 112



Chris Wildman
North Shore SD 112
 @CWildmanCPA



Daniel Oberg
Community High School District 94
 @danieleoberg



R.J. Gravel
Glenbrook HSD 225
 @rjgravel



#Objective

- **Learn About @Twitter** and other social media apps and learn how you can #amplify your presence in your school district and expand your PLN
- **Discover ways to grow your #PLN** Using Twitter and Twitter chats, like #EdFinChat, and how you can leverage knowledge from others to empower your school district
- **Engage** in a live in Twitter Chat

Twitter Terms



Hashtag

A topic, keyword, or phrase preceded with a hashtag without any spaces (e.g. #ASBOAM18 not #ASBO AM18)



Username

A unique combination of letters, numbers, and/or underscores (_) that do not exceed 15 characters (e.g. @rjgravel)



Like

An acknowledgement of a Tweet that is publicly visible and associated with the initiating user's account

Twitter Terms



Retweet

A repost or forward of an existing Tweet; can be retweeted with only the original content, or with an additional comment from the retweeting user



Direct Message

A private conversation between one or more Twitter users; may require a user to be 'followed' by the recipient, or to have previously messaged the user

When it Comes All Together:



Why Get Started?

- **Recognition** as professionals that we can learn from each other, and provide even greater service to our school communities through use of our professional network
- **Acknowledgement** that as individuals, we do not have all of the answers
- **Awareness** that how professionals interact and engage in dialogue with one another is evolving

Think of it as a New Approach

- **Historical Methods for Building Community**
 - Annual Meetings
 - Quarterly In-Person Meetings
(e.g. Regional, Content Area)
 - Phone Calls, Drop-Bys, Vendor Meetings
- **Updated Methods**
 - Lunch n' Learn Webinars
 - Social Media
 - Discussion Boards (Peer2Peer)
 - Public/Semi-Private Networks (e.g. Facebook, Twitter)

Think of it as a New Approach

- A Lot of Options to Get Connected



- What's Difference from Traditional Methods?

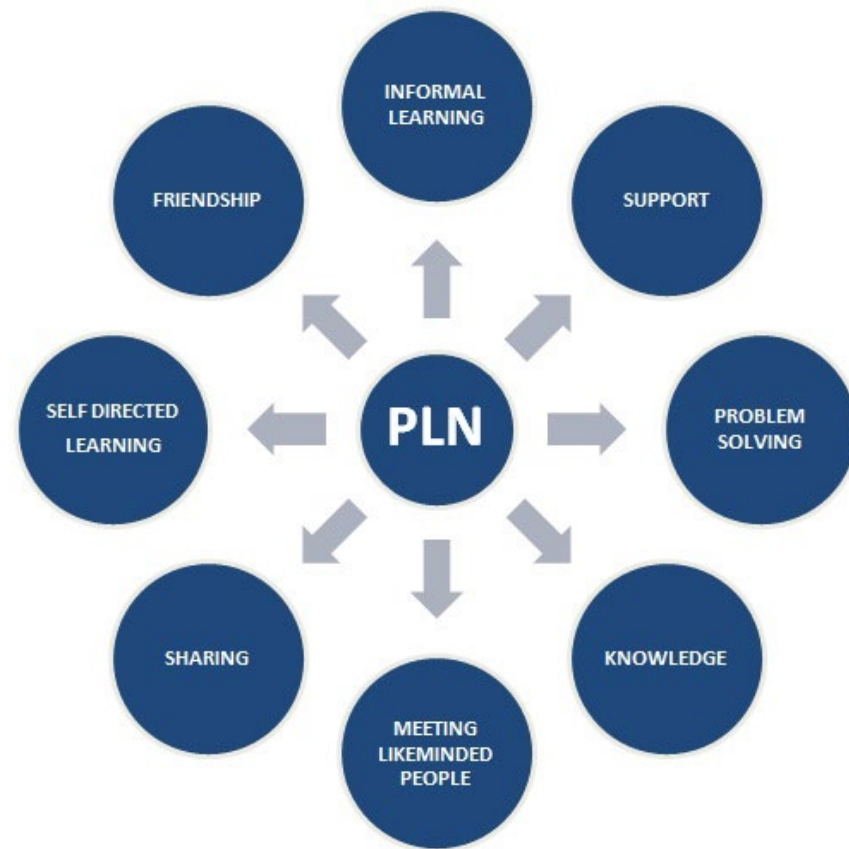
- Easier Access = Greater Participation
- More Frequent and Timely
- Less Formal
- Limitless Archive

One Option: Twitter Chats

What is a Twitter Chat?



Expand YOUR PLN!



You are in Good Company

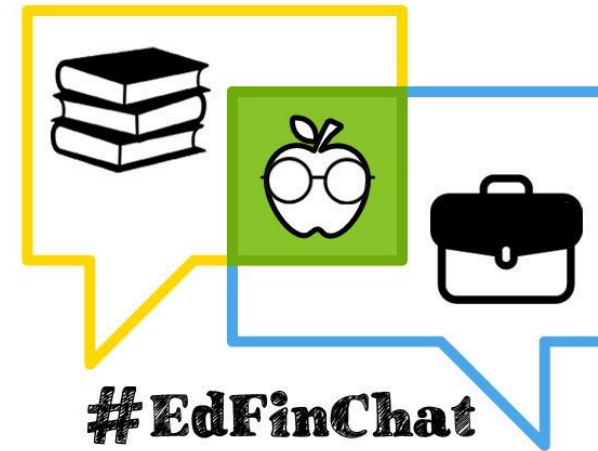


#EdCTOchat

Check Out
Education Chats

Popular Local Twitter Chats

Education + Finance



See Some Familiar Faces?

Snapshots of #EdFinChat

#EdFinChat

Join us in welcoming guest moderator,



Michael Jacoby
@mjacoby

**Executive Director/CEO
Illinois ASBO**

@EdFinChat | @CWildmanCPA | @danieleoberg | @rjgravel

Thursday, October 4th
@ 2:00 PM CST

#EdFinChat

Join us in welcoming guest moderator,



Seth Chapman
@ChapEdBiz

**Asst. Supt.
for CUSD 303**




@EdFinChat | @CWildmanCPA | @danieleoberg | @rjgravel

Thursday, December 6th
@ 2:00 PM CST

#EdFinChat

Join us in welcoming guest moderator,



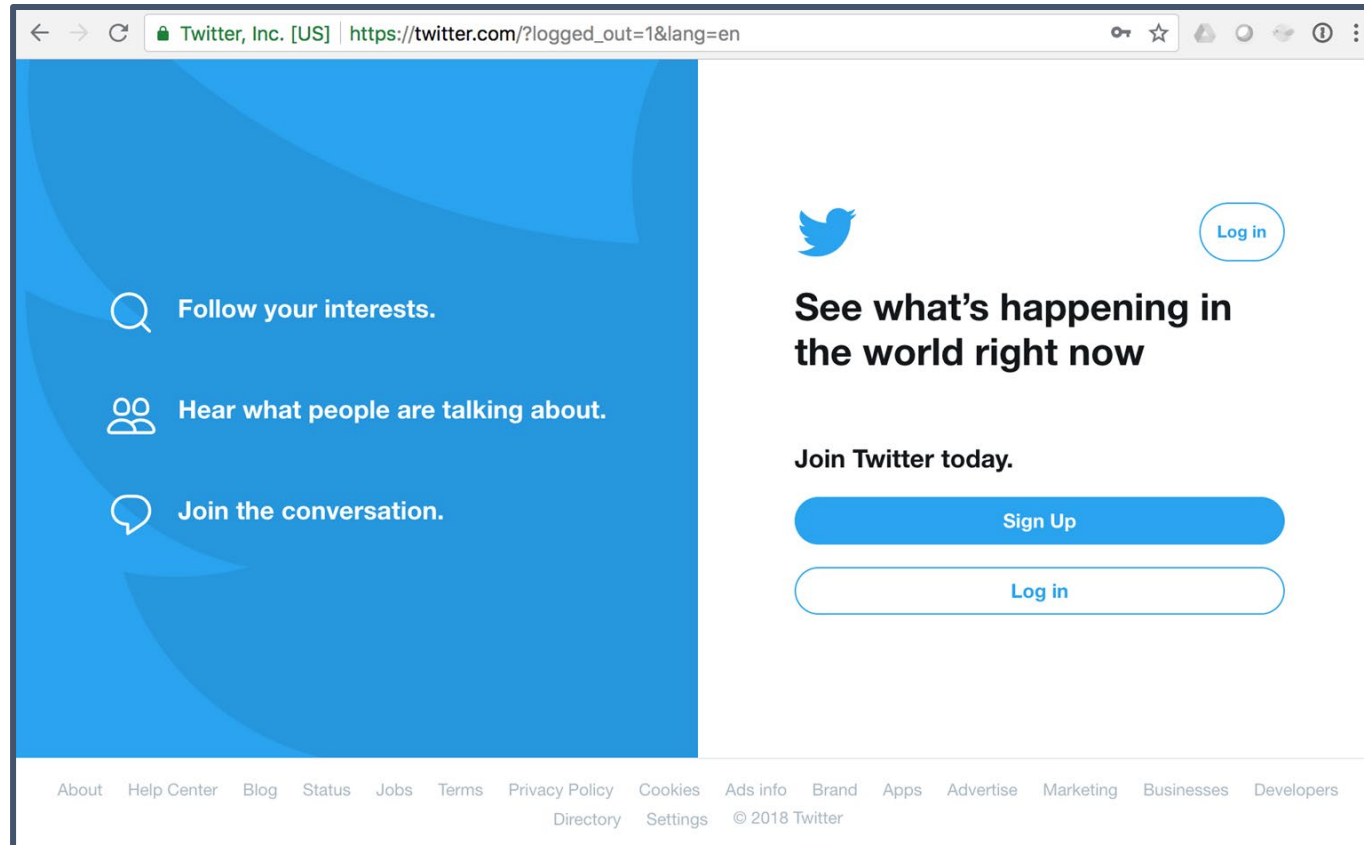
Jeff Feyerer
@FeyererCSBO

**Business Manager/CSBO at
Fairview School District 72**

@EdFinChat | @CWildmanCPA | @danieleoberg | @rjgravel

Thursday, February 7th
@ 2:00 PM CST

How Do I Get
Involved?



Add a profile photo

Add a header photo

Lists
0

Moments
0

Cancel

Save changes

Your Name

@YourNam44046768

Bio

Location

Website

Theme color

Birthday

Send your first Tweet

We've got your first Tweet ready to go. The hashtag #myfirstTweet will help others find and chat with you.

Your Name @YourNam44046768

Just setting up my Twitter.
#myfirstTweet

Tweet

Your Name @YourNam44046768

Hello Twitter! #myfirstTweet

Tweet

#iasboVC20

ILLINOIS ASBO
CONNECTED
2020 VIRTUAL CONFERENCE

Home

Moments

Notifications

Messages

Search Twitter

Tweet

test123

@YourNam44046768

Account

Privacy and safety

Password

Mobile

Email notifications

Notifications

Account

Username

YourNam44046768

https://twitter.com/YourNam44046768

Email

Email will not be publicly displayed. [Learn more.](#)

Check your email (yourname@glenbrook225.org) to confirm.

[Resend confirmation](#)

Language

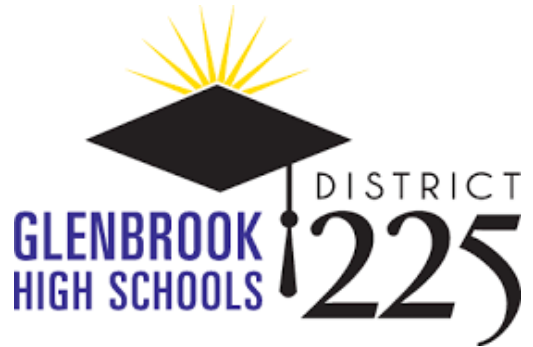
English

Time zone

(GMT-07:00) Pacific Time (US

Carrying Over Lessons to Your District

What is Your District's Message?

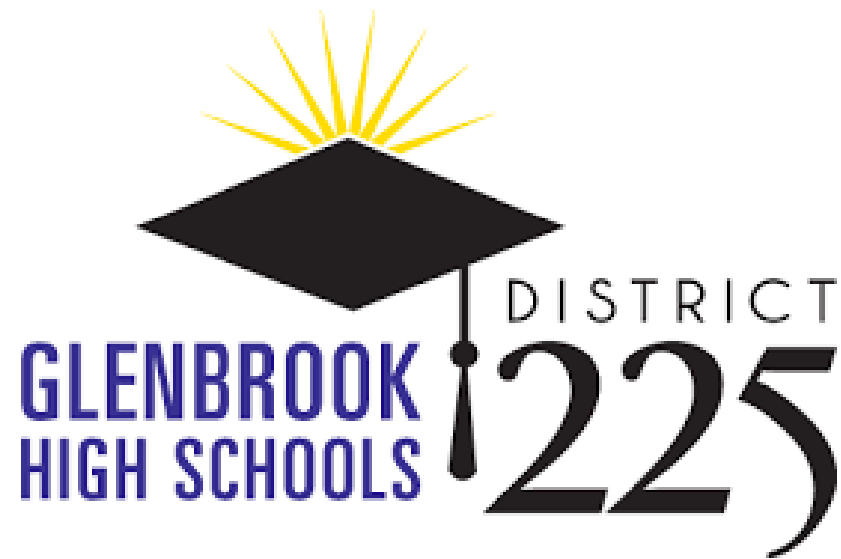




#WeAreWeGo



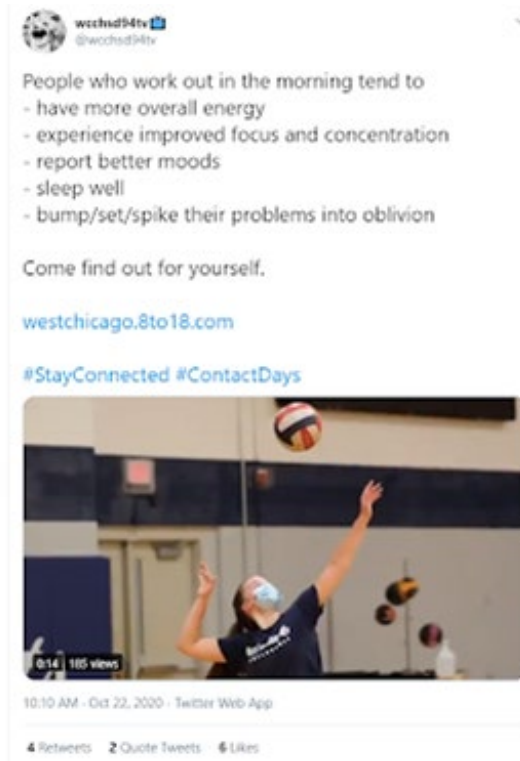
#112Leads



#D225NOW

#GBNNOW

#GBSNOW



Chris Wildman, CPA CGMA... · 7/18/18 ✓
 Final day of the @NSSD112 Seamless Summer program @otmonarchs is tomorrow! Glad I could sample the OrganicLife breakfast this morning! #112Eats #112Leads



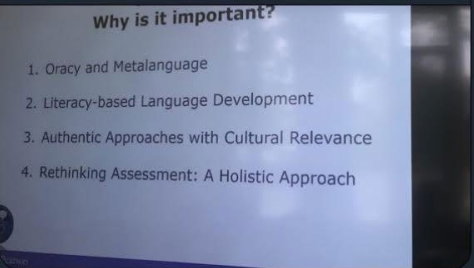
North Shore SD 112 and 3 others

Ravinia School @RaviniaSchool · 8h ✓
 We are ready for the first day of school! Parents, teachers, and students were wowed at all the work done this summer. The vestibule, fresh hallways and open classrooms are so inviting! Thanks to @KLiebe112 and his amazing team! #raviniarocks #112leads



Lindsey Rose 🌹 @LindseyERose · 3d ✓
 Our new dual language teachers are here! And they're ready to go!!! 🎉🎉🎉 #orgullo112

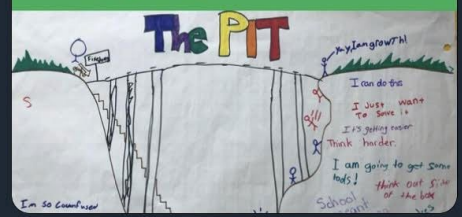
MaestraWinitz @MaestraWinitz
 When you realize the curriculum you'll be teaching your students was written by your guru (Olivia Ruiz-Figueroa) and matches seamlessly with your vision for your students 🎉🎉🎉👍📚!
 #geekingout #112Leads #readygen #literacysquared




Jason Williams @teachB4t... · 7/12/18 ✓
 How should we respond when students are in the Pit of Struggle?


"Excellent! What do you need?"
 @joboaler @MLCmath #BridgesMath #112Leads #engage112

Encouraging Struggle - Jennifer Schaefer







What are you looking for?




RT @rjgravel: Ready to go! Class of 2018 #GBSNOW



"They will see how STEM is applied and see if it is something for t..."




RT @GlenviewLantern: Class of 2018 leaves lasting impact at @Glenbr...




766 GRADUATES CLASS OF 2018


Congratulations, Titan Class of 2018!



RT @rjgravel: Ready to go! Class of 2018 #GBSNOW



"Glenbrook students in the new learning space cohort have reported a..."

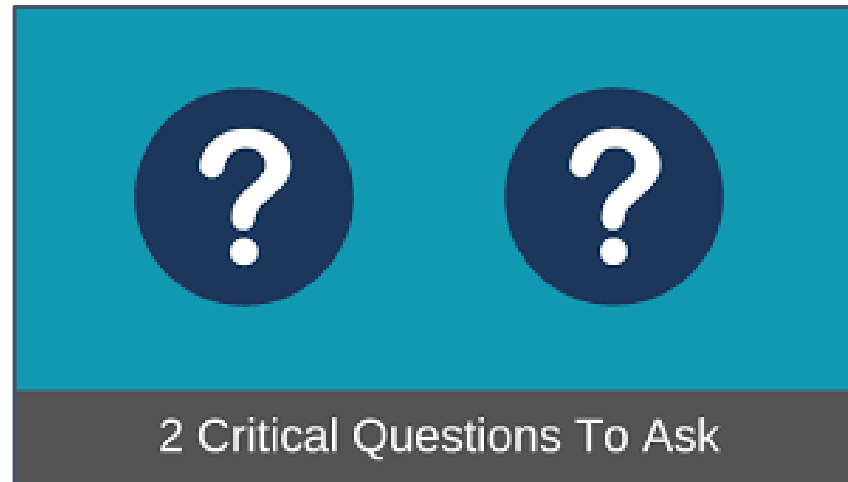


Sebi feels that everyone because the chairs spin there's no "front of the

You may see this as just furniture. We did, too. Until now... Data ...

Amplifying Your Impact

Think About Your Impact



Question 1

How do I impact student learning everyday as a Business manager?

**SERIOUS
IMPACT!**

Question 2

How am I inspiring others to lead?

Amplify Your Impact

If we work together,
we learn together,
we lead and succeed together.

Amplify Your Impact



Amplify Your Impact



Amplify Your Impact



#Follow

Amplify Your Impact

Find and Follow

@IllinoisASBO and
@ASBOIntl

#Follow

Amplify Your Impact

Find and Follow

@rjgravel

@DanielEOberg

@CWildmanCPA

#Follow

Amplify Your Impact

Find and Follow
One Person in This Room

#Follow

Amplify Your Impact

Find and Follow

2-3 Sponsors of the
Illinois ASBO
Annual Conference

#Follow

Amplify Your Impact

Retweet

Any Tweet with the Hashtag
#iasboVC20

#Amplify



Amplify Your Impact

Reply
To Any #iasboVC20 Tweet



#Amplify

A Commitment that Pays Off

Challenge Yourself

Tweet Once a
Day
About Your Impact



#Amplify

Challenge Yourself

Stay Involved;
Get Your @Name
Out There!

#Amplify

Challenge Yourself

Be a #Trendsetter
for Your District
and for Your
State

#Amplify

Challenge Yourself

Celebrate the
Success of Your
Students and
Staff

#Amplify

Challenge Yourself

Celebrate the
Success of
Your Team

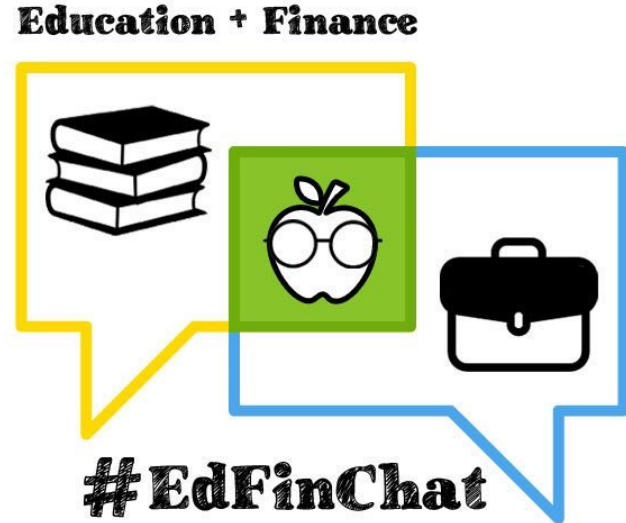
#Amplify

Challenge Yourself

#Hashtag
@Connect
♥ Like
→ Retweet

#Amplify

The Strategic CFO: Lessons from Social Media



Questions and Answers

We thank you for your time!

Presenters:

MODERATOR INFO:

Daniel Oberg. Role: Moderator

Director of Business

Services / CSBO

Community High School District 94

(630)876-6220; doberg@d94.org

PANELISTS INFO:

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Assistant Superintendent for Business Services /

CSBO

Glenbrook High School District 225

(847) 486-4745; rgravel@glenbrook225.org

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Chief Financial Officer / Treasurer / CSBO

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(224) 765-3005; cwildman@nssd112.org